

1. Workshop: Marketing, Sales, and Service Digital transformation. Digital models, products and services.

Twenty-one critical elements for building competitive advantage and added value in Marketing, Sales, and Service. Performance Management based on data.



To successfully move forward when facing changes in consumer behavior, increased competition, and disruptions in digital communication, one must transform Marketing, Sales, and Service. The sheer volume of marketing data and digital content dedicated to customer attraction and LTV increase is staggering. And it's growing exponentially.

But the game is worth it, and those utilizing digital technologies are in it to win it. They grow faster and profit a lot from decision-making based on data. They create digital content that generates traffic. They convert prospects to leads and leads to customers, attract new clients, and retain existing ones. And they achieved this via Digital transformation strategies



Customer-centricity and personalization, omnichannel and seamless customer experience

At every customer lifecycle stage, from the first contact to product purchase and word-of-mouth advertising, every person communicates and interacts with Your company in various ways. And 90% of the customer experience is generated by Marketing, Sales, and Service.

Successful companies make this process seamless, personalized, and comfortable for the client yet profitable for themselves. They process high volumes of data, maintain a customer-centric organizational structure, implement cross-cutting automation, use predictive and prescriptive analytics, and base their decisions and actions on data.

This workshop is the fastest way to get a big and rich picture of changes in Marketing, Sales, and Service today:

- to understand Digital transformation and its importance for any business;
- to learn about challenges and ways the leaders of Digital transformation deal with them;
- to picture Digital transformation in Your company and estimate its benefits;
- to acquire practical skills for solving problems when transforming the commercial part of Your business

Every Workshop participant will get:

Understanding of Marketing, Sales, and Service Digital transformation concepts based on research data and real examples.

A. Key trends and statistics in Marketing, Sales, and Service.

B. Best practices in digital transformation.

C. Main challenges and ways to overcome them.

D. Digital transformation roadmap for Marketing, Sales and Service.

E-book.

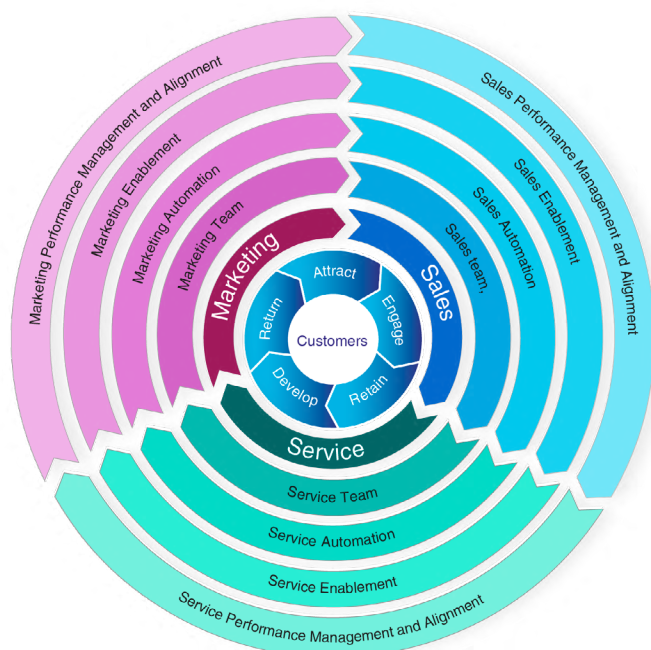
Research findings: How 2020 changed Marketing, Sales and Service.

E-book.

Marketing, Sales, and Service. Digital transformation roadmap.

One-day Workshop for business owners and top-managers includes the following:

- 6 hours of exclusive content based on research and real cases;
- individual work;
- discussion panel.



5 steps of bigtime.ventures Digital transformation Strategy

1	1-day Workshop. «Digital transformation of Marketing, Sales and Service. Digital models, products and services.»
2	Marketing, Sales, and Service Performance Assessment and Benchmarking (8-10 weeks)
3	Development project: Marketing, Sales, and Service target digital model development (6 weeks)
4	Implementation Project: Marketing, Sales, and Service digital model implementation. Change management. (6+ months)
5	Managed Marketing, Sales and Service Services & Enablement (monthly basis)

Why bigtime.ventures?

For 28 years, our company completed 400+ projects in Marketing, Sales, Service transformation, as well as business scaling across 27 industries in Russia and other countries. We've worked with start-ups, SMBs, enterprises, and global vendors, with a turnover range from \$1M to \$1B.

We have developed a transformation methodology F8 based on research, metacognition principles, and our own experience. F8 can enable you to combine business processes, technologies, and people into a complex system that is manageable, predictive, and continuously improving.